The invention relates to a method for packaging rolls, particularly paper web rolls (5); the method emprising includes the steps of taking a roll into a supported position on a wrapping station (6) and wrapping onto the roll a paper wrapper (1, 1a) or the like material dispensed by means of at least one wrapper dispensing station (8) and dispensing means (9), whereby the wrapper is wound so as to form either a centered wrapping or an overlapping wrapping. The invention is implemented by way of aligning the roll (5) for the wrapping operation by means of transferring the wrapping station (6) laterally in the axial direction of the roll in regard to the wrapper dispensing system (8, 9). The invention also relates to an apparatus and a novel roll package utilizing the method.